DOCUMENT RESUME

ED 059 233 TM 001 042

| | |
|---|---|
| AUTHOR | Johnson, Richard W.; Schwertfeger, Margaret |
| TITLE | Relationship Between the Basic Interest Scales and the Occupational and Nonoccupational Scales on the Strong Vocational Interest Blank for Men. |
| INSTITUTION | Wisconsin Univ., Madison. Counseling Center. |
| PUB DATE | Sep 71 |
| NOTE | 17p. |
| EDRS PRICE | MF-$0.65 HC-$3.29 |
| DESCRIPTORS | College Students; *Comparative Analysis; *Correlation; Individual Characteristics; Interest Research; *Interest Scales; *Males; Rating Scales; Statistical Analysis; Vocational Counseling; *Vocational Interests |
| IDENTIFIERS | *Strong Vocational Interest Blank |

ABSTRACT

The correlation coefficients between the new basic interest scales and the traditional empirical (occupational and nonoccupational) scales on the Strong Vocational Interest Blank for Men were determined for a diverse sample of 155 males. In most cases, the relationships were logical and easy to understand. In some cases, however, the relationships were unanticipated and/or primarily negative. Factors responsible for these unexpected or negative relationships were briefly discussed. Knowledge of the relationship between the two sets of scales should help counselors identify interest factors (both positive and negative) associated with high and low scores on the occupational and nonoccupational scales. (Author)

Counseling Center Reports

The University of Wisconsin 415 West Gilman Street Madison, Wisconsin 53706

Editor: Richard W. Johnson

ED 059233

TM 001 042

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

Volume 5, Number 4 September, 197

# RELATIONSHIP BETWEEN THE BASIC INTEREST SCALES AND THE OCCUPATIONAL AND NONOCCUPATIONAL SCALES ON THE STRONG VOCATIONAL INTEREST BLANK FOR MEN

Richard W. Johnson and
Margaret Schwertfeger

Abstract

The correlation coefficients between the new basic interest scales and the traditional empirical (occupational and nonoccupational) scales on the Strong Vocational Interest Blank for Men were determined for a diverse sample of 155 males. In most cases, the relationships were logical and easy to understand. In some cases, however, the relationships were unanticipated and/or primarily negative. Factors responsible for these unexpected or negative relationships were briefly discussed. Knowledge of the relationship between the two sets of scales should help counselors identify interest factors (both positive and negative) associated with high and low scores on the occupational and nonoccupational scales.

Previous University of Wisconsin
Counseling Center Reports

Volume 4, 1970-71

No. 1. Thrush, R. S. Annual Report

No. 2. Johnson, R. W. Note on Measurement of Sex and Age Differences on SVIB-M.

No. 3. Kirk, K. W., Ohvall, R. A., and Johnson, R. W. Vocational Interests of Pharmacy Students.

No. 4. Praamsma, S. W., and Fritz, K. V. User's Manual for Item Diagnostic Program (IMDIAG).

No. 5. Johnson, R. W. Congruence of SVIB-W and KOIS Interest Profiles.

No. 6. Nolting, E., and Leege, W. Privileged Communication --- Rights and Responsibilities of College Counselors under Wisconsin Law.

No. 7. Mendoza, G. Prediction of Academic and Clinical Performance of Physical Therapy Students.

Volume 5, 1970-71

No. 1. Thrush, R. S. Annual Report

No. 2. Cornish, R. D. Annotated Bibliography of MMPI Research Among College Populations: 1962-1970.

No. 3. Fritz, K. V., and Cornish, R. D. A User's Guide to Scoring and Improving Examinations Using the MERMAC Test Analysis and Questionnaire Package.

# RELATIONSHIP BETWEEN THE BASIC INTEREST SCALES AND THE OCCUPATIONAL AND NONOCCUPATIONAL SCALES ON THE STRONG VOCATIONAL INTEREST BLANK FOR MEN

Richard W. Johnson and Margaret Schwertfeger

University of Wisconsin

The correlation coefficients between the new basic interest scales and the traditional empirical (occupational and nonoccupational) scales for the Men's form of the Strong Vocational Interest Blank (SVIB) are reported in this paper. This information should be helpful in better understanding the nature of the relationship between these two sets of scales.

This Report parallels an earlier Report (Vol. 3, No. 6, 1969) which presented the correlation coefficients between the two sets of scales for the Women's form of the SVIB.

## Method

### Subjects

A heterogeneous sample of 155 males who completed the SVIB for Men (Form T399) as counseling center clients (N = 59) or participants in program evaluations (N = 96) were used as subjects. Most of the subjects were college students drawn from the fields of pharmacy (N = 46), engineering (N = 43), physical therapy (N = 18), and letters and sciences (N = 34). The mean age of the subjects was 20.6 with a standard deviation of 3.2.

### Statistical Analysis

Pearson product moment correlation coefficients between the 22 basic scales and the 54 occupational and 8 nonoccupational scales for the SVIB-M

(Form T399) were determined by means of the University of Wisconsin Univac 1108 Computer.

## Results and Discussion

The means and standard deviations for each variable and the intercorrelations of the basic scores and the occupational and nonoccupational scores are reported in Table 1. All r's equal to or greater than plus or minus .16 are significant at the .05 level of probability. The three highest correlations between the basic scales and each occupational and nonoccupational scale are underlined. These correlations are very similar to those reported by Campbell (1971, p. 111) for a diverse sample of 150 men and women. Most of the correlations for the two samples are within a few points of each other.

Inspection of Table 1 reveals the following information:

1. All but 5 of the occupational scales (Psychiatrist, Psychologist, Banker, Funeral Director, and President of Manufacturing Concern) and 2 of the nonoccupational scales (Occupational Level and Managerial Orientation) have one or more relatively high ($r \geq +.50$ or $r \leq -.50$) correlations with the basic scales. In most cases, variability of scores on the occupational and nonoccupational scales may be directly traced to variability of scores on the basic scales. Relatively high scores on the Osteopath scale, for example, are associated with relatively high scores on the Medical Services, Science, and Nature basic scales.

2. Most of the correlations may be logically explained, however, some anticipated relationships did not occur. For example, each of the following correlations (shown in parentheses) are surprisingly low: Art-Artist (.06), Mathematics-Mathematician (.25), Writing-Author Journalist (.12), Medical Service-Dentist (.10), Nature-Farmer (.17) and Law/Politics -Lawyer (.18). In each case, the occupational criterion group actually obtained relatively

high scores on the matching basic interest scale (Campbell, 1971, pp. 139-149).

The factors responsible for these low correlations are discussed in two other Reports (Vol. 5, Nos. 5 & 6, 1971). In brief, they may be attributed to the fact that the basic scales are relatively short and, as the name implies, "pure" in content. The occupational and nonoccupational scales are quite long and contain a variety of items. If the scores on the occupational and basic scales for the same area (e.g., Artist and Art scales) do not agree, this indicates that the individual possesses only one part (art interest) of the occupational interest pattern or, conversely, that he lacks a critical aspect (art interest) of the occupational interst pattern despite the fact that he shares most of the other interests of the occupational group members. The low r's indicate that this type of inconsistency may occur relatively often. Counseling may be particularly helpful for clients who possess such contradictory scores.

3. In a number of cases (19 out of 54 occupational scales and 2 out of 8 nonoccupational scales), the only high correlations between the two types of scales were negative ($\leq$-.50). High scores on most of the biological science, physical science, and verbal-linguistic occupations were most clearly related to low scores on the basic interest scales. A high score on the Dentist scale, for example, may be best interpreted in terms of low scores on the Public Speaking, Business Management, and Merchandising scales for a majority of clients. Rejection of specific types of activities appears to have a greater influence on the magnitude of the scores on such occupational and nonoccupational scales than does the endorsement of seemingly compatible interests.

The item content for these scales (see Reports, Vol. 5, No. 6) consists primarily of negative interests. The members of these occupational or nonoccupational groups appear to have very narrowed or focused interests. An

individual who prefers a wide variety of activities may be frustrated in such occupations (or situations) which apparently do not provide a great deal of diversion.

4. The percentages of "Like" responses (LP) were positively correlated with scores on the basic scales in all cases and the percentages of "Dislike" responses (DP) were negatively correlated with scores on each of the basic scales. These r's are understandable in that the Like responses for the vast majority of the items on the basic scales are positively weighted (+1) and the Dislike responses are negatively weighted (-1).

In general, if LP is high, one may expect many high scores on the basic scales. If DP is high, many low scores may be expected.

5. Teaching, Music, Public Speaking, Business Management, Law/Politics, Religious Activities, and Merchandising (in descending order of magnitude) were each positively correlated with age ($p > .05$), however, the highest r was .28. In general, older age was associated with higher scores on a number of basic scales, but the magnitude of the relationships was slight. Presumably, the r's would have been higher if the age range of the subjects (S. D. = 3) had been greater.

## Conclusion

The correlations reported in this paper should help counselors to understand better the nature of the relationship between the new basic scales and the established occupational and nonoccupational scales. Additional information on this topic is available in three related Counseling Center Reports (Johnson, 1971a, 1971b, Johnson and Johansson, 1971).

## REFERENCES

Campbell, D. P. Handbook for the Strong Vocational Interest Blank. Stanford, Calif.: Stanford University Press, 1971.

Johnson, R. W. Use of basic interest scales in interpreting SVIB-W occupational and nonoccupational scores. Counseling Center Reports, Vol. 3, No. 6, Dec., 1969.

Johnson, R. W. Contradictory scores on the Strong Vocational Interest Blank. Counseling Center Reports, Vol. 5, No. 5, Sept., 1971. (a)

Johnson, R. W. Content analysis of the Strong Vocational Interest Blank for Men. Counseling Center Reports, Vol. 5, No. 6, Oct., 1971. (b)

Johnson, R. W., and Johansson, C. B. Moderating effect of basic interests on SVIB occupational scales. Counseling Center Reports, Vol. 5, No. 7, Nov., 1971.

TABLE 1

Product-Moment Correlation Coefficient Between

Basic Interest Scales and Other SVIB-M Scales (N=155)

| | M | SD | Dentist | Osteopath | Veterinarian | Physician | Psychiatrist | Psychologist |
|---|---|---|---|---|---|---|---|---|
| Public Speaking | 52 | 10 | -.69[a] | -.22 | -.36 | -.35 | .11 | -.14 |
| Law / Politics | 52 | 9 | -.59 | -.11 | -.30 | -.22 | .16 | -.05 |
| Business Management | 46 | 10 | -.69 | -.33 | -.23 | -.65 | -.18 | -.42 |
| Sales | 50 | 9 | -.53 | -.16 | -.07 | -.47 | -.14 | -.41 |
| Merchandising | 48 | 10 | -.62 | -.25 | -.19 | -.60 | -.18 | -.42 |
| Office Practices | 47 | 9 | -.34 | -.04 | .04 | -.41 | -.20 | -.41 |
| Military Activities | 45 | 9 | -.12 | -.05 | .06 | -.15 | -.15 | -.35 |
| Technical Supervision | 43 | 10 | -.43 | -.21 | -.05 | -.43 | -.20 | -.32 |
| Mathematics | 51 | 10 | .09 | .06 | .03 | .05 | .03 | .02 |
| Science | 51 | 10 | .29 | .49 | .16 | .48 | .44 | .28 |
| Mechanical | 46 | 9 | .12 | .31 | .22 | .12 | .09 | -.04 |
| Nature | 45 | 10 | .18 | .48 | .26 | .30 | .20 | .03 |
| Agriculture | 47 | 10 | .09 | .39 | .36 | .19 | -.04 | -.19 |
| Adventure | 59 | 10 | -.01 | .20 | .20 | .14 | .03 | -.15 |
| Recreational Leader | 51 | 11 | -.09 | .24 | .27 | .15 | -.11 | -.36 |
| Medical Service | 55 | 11 | .10 | .59 | .27 | .43 | .42 | .04 |
| Social Service | 55 | 10 | -.47 | .05 | -.25 | -.16 | .29 | -.01 |
| Religious Activities | 49 | 10 | -.12 | .23 | .05 | .05 | .07 | -.21 |
| Teaching | 51 | 9 | -.36 | .15 | -.23 | -.05 | .34 | .05 |
| Music | 49 | 10 | -.08 | .14 | -.38 | .07 | .41 | .21 |
| Art | 50 | 10 | -.11 | .20 | -.41 | .02 | .39 | .23 |
| Writing | 50 | 9 | -.43 | -.07 | -.62 | -.10 | .38 | .25 |
| Mean | | | 31 | 31 | 30 | 35 | 26 | 28 |
| SD | | | 11 | 10 | 9 | 12 | 11 | 11 |

| | Biologist | Architect | Mathematician | Physicist | Chemist | Engineer | Production Manager |
|---|---|---|---|---|---|---|---|
| Public Speaking | -.42 | -.63 | -.54 | -.62 | -.58 | -.64 | -.11 |
| Law / Politics | -.33 | -.66 | -.47 | -.51 | -.43 | -.52 | -.09 |
| Business Management | -.67 | -.73 | -.72 | -.70 | -.60 | -.48 | .23 |
| Sales | -.66 | -.64 | -.73 | -.68 | -.60 | -.51 | .04 |
| Merchandising | -.69 | -.70 | -.75 | -.75 | -.64 | -.56 | .08 |
| Office Practices | -.48 | -.65 | -.56 | -.54 | -.43 | -.36 | .15 |
| Military Activities | -.18 | -.27 | -.26 | -.22 | -.21 | -.15 | .18 |
| Technical Supervision | -.45 | -.42 | -.48 | -.39 | -.27 | -.14 | .38 |
| Mathematics | .16 | .07 | .25 | .32 | .40 | .46 | .37 |
| Science | .55 | -.01 | .18 | .39 | .60 | .38 | .21 |
| Mechanical | .28 | .02 | .00 | .28 | .39 | .38 | .50 |
| Nature | .30 | -.07 | -.14 | -.03 | .04 | -.06 | -.05 |
| Agriculture | .14 | -.13 | -.24 | -.10 | -.03 | -.09 | .10 |
| Adventure | .06 | -.22 | -.29 | -.09 | .07 | -.05 | .15 |
| Recreation Leader | -.07 | -.41 | -.42 | -.28 | -.08 | -.26 | .09 |
| Medical Service | .20 | -.47 | -.37 | -.23 | -.05 | -.30 | -.16 |
| Social Service | -.17 | -.58 | -.40 | -.49 | -.48 | -.58 | -.32 |
| Religious Activities | .02 | -.31 | -.22 | -.26 | -.25 | -.32 | -.11 |
| Teaching | -.05 | -.55 | -.28 | -.36 | -.35 | -.52 | -.29 |
| Music | .08 | -.07 | .01 | -.12 | -.16 | -.36 | -.35 |
| Art | .05 | .00 | -.12 | -.18 | -.18 | -.34 | -.43 |
| Writing | -.13 | -.25 | -.26 | -.37 | -.35 | -.54 | -.51 |
| Mean | 29 | 28 | 21 | 22 | 29 | 27 | 27 |
| SD | 12 | 11 | 11 | 12 | 13 | 12 | 9 |

| | Army Officer | Air Force Officer | Carpenter | Forest Service Man | Farmer | Math-Science Teacher ∝ | Printer |
|---|---|---|---|---|---|---|---|
| Public Speaking | .26 | .14 | -.62 | -.22 | -.61 | -.23 | -.51 |
| Law / Politics | .26 | .27 | -.63 | -.19 | -.53 | -.11 | -.48 |
| Business Management | .35 | .32 | -.36 | -.03 | -.38 | -.02 | -.23 |
| Sales | .23 | .29 | -.34 | -.09 | -.30 | -.03 | -.21 |
| Merchandising | .28 | .21 | -.37 | -.03 | -.38 | -.06 | -.18 |
| Office Practices | .26 | .23 | -.13 | .12 | -.12 | .29 | .04 |
| Military Activities | .32 | .23 | .00 | .18 | .00 | -.02 | -.01 |
| Technical Supervision | .51 | .33 | -.05 | .20 | -.04 | .12 | .02 |
| Mathematics | .49 | .56 | .21 | .10 | .15 | .47 | -.05 |
| Science | .32 | .57 | .07 | .09 | .08 | .68 | -.13 |
| Mechanical | .60 | .70 | .49 | .46 | .28 | .57 | .15 |
| Nature | .13 | .01 | .09 | .55 | .17 | .17 | -.09 |
| Agriculture | .32 | .12 | .18 | .67 | .28 | .15 | -.03 |
| Adventure | .38 | .35 | .06 | .32 | .08 | .21 | .06 |
| Recreation Leadership | .36 | .28 | -.03 | .31 | .01 | .30 | -.11 |
| Medical Service | .00 | .11 | -.33 | .08 | -.25 | .32 | -.36 |
| Social Service | -.04 | .03 | -.44 | .02 | -.53 | -.05 | -.43 |
| Religious Activities | .11 | .04 | -.09 | .17 | -.15 | .11 | -.19 |
| Teaching | -.04 | .04 | -.35 | -.06 | -.47 | .09 | -.42 |
| Music | -.21 | -.23 | -.32 | -.27 | -.42 | -.20 | -.26 |
| Art | -.17 | -.21 | -.29 | -.17 | -.44 | -.24 | -.22 |
| Writing | -.05 | -.13 | -.56 | -.27 | -.67 | -.37 | -.30 |
| Mean | 23 | 31 | 23 | 21 | 33 | 33 | 32 |
| SD | 11 | 10 | 12 | 13 | 10 | 10 | 10 |

| | Policeman | Personnel Director | Public Administrator | Rehabilitation Couns. | YMCA Staff Member | Social Worker | Social Science Teacher |
|---|---|---|---|---|---|---|---|
| Public Speaking | .05 | .69 | .71 | .66 | .68 | .67 | .47 |
| Law / Politics | .10 | .62 | .64 | .62 | .53 | .57 | .40 |
| Business Management | .12 | .69 | .67 | .54 | .54 | .41 | .49 |
| Sales | .03 | .49 | .43 | .42 | .53 | .33 | .39 |
| Merchandising | .09 | .56 | .54 | .50 | .55 | .40 | .52 |
| Office Practices | .23 | .27 | .32 | .30 | .38 | .17 | .45 |
| Military Activities | .43 | .16 | .26 | .11 | .21 | .08 | .17 |
| Technical Supervision | .19 | .46 | .40 | .25 | .23 | .15 | .26 |
| Mathematics | .04 | -.06 | -.06 | -.10 | -.26 | -.29 | -.51 |
| Science | .10 | -.18 | -.01 | -.05 | -.16 | -.16 | -.51 |
| Mechanical | .35 | -.10 | .01 | -.08 | -.06 | -.20 | .38 |
| Nature | .22 | -.11 | .09 | .11 | .07 | .09 | .01 |
| Agriculture | .38 | -.07 | .06 | .05 | .17 | .02 | .09 |
| Adventure | .39 | -.07 | .07 | .06 | .23 | -.01 | -.02 |
| Recreational Leadership | .54 | .05 | .17 | .18 | .46 | .07 | .23 |
| Medical Service | .25 | .03 | .24 | .33 | .34 | .26 | .18 |
| Social Service | .14 | .43 | .42 | .67 | .68 | .69 | .56 |
| Religious Activities | .30 | .10 | .22 | .30 | .38 | .29 | .28 |
| Teaching | .07 | .34 | .41 | .64 | .55 | .60 | .48 |
| Music | -.14 | .14 | .12 | .26 | .21 | .42 | .17 |
| Art | -.20 | .12 | .13 | .29 | .24 | .46 | .18 |
| Writing | -.15 | .41 | .40 | .56 | .45 | .70 | .37 |
| Mean | 19 | 20 | 27 | 28 | 28 | 27 | 28 |
| SD | 9 | 12 | 11 | 11 | 14 | 13 | 12 |

| | School Superintendent | Minister | Librarian | Artist | Musician Performer | Music Teacher | C.P.A. Owner |
|---|---|---|---|---|---|---|---|
| Public Speaking | .63 | .46 | .05 | -.61 | -.18 | .32 | .12 |
| Law / Politics | .54 | .26 | -.04 | -.60 | -.34 | .08 | .25 |
| Business Management | .46 | .16 | -.19 | -.82 | -.51 | .11 | .10 |
| Sales | .36 | .20 | -.17 | -.67 | -.28 | .15 | .12 |
| Merchandising | .43 | .23 | -.07 | -.76 | -.35 | .18 | .12 |
| Office Practices | .24 | .11 | -.12 | -.71 | -.33 | .01 | .09 |
| Military Activities | .12 | -.06 | -.29 | -.31 | -.41 | -.04 | -.08 |
| Technical Supervision | .18 | -.00 | -.25 | -.53 | -.45 | -.13 | -.08 |
| Mathematics | -.18 | -.21 | -.32 | -.13 | -.29 | -.51 | .25 |
| Science | -.24 | -.10 | -.19 | -.09 | -.12 | -.39 | -.07 |
| Mechanical | -.29 | -.06 | -.37 | -.14 | -.17 | -.32 | -.44 |
| Nature | .05 | .27 | .03 | -.01 | .12 | .04 | -.45 |
| Agriculture | .00 | .16 | -.21 | -.06 | .04 | -.06 | -.51 |
| Adventure | -.18 | -.14 | -.26 | -.17 | -.16 | -.18 | -.22 |
| Recreational Leadership | .01 | .04 | -.39 | -.33 | -.17 | -.26 | -.23 |
| Medical Service | .16 | .22 | -.02 | -.33 | -.00 | .04 | -.16 |
| Social Service | .55 | .65 | .24 | -.40 | .08 | .45 | -.12 |
| Religious Activities | .29 | .49 | .07 | -.25 | .10 | .30 | -.27 |
| Teaching | .50 | .59 | .21 | -.41 | .05 | .49 | -.10 |
| Music | .37 | .68 | .63 | .01 | .50 | .66 | -.01 |
| Art | .29 | .66 | .62 | .06 | .56 | .63 | -.17 |
| Writing | .52 | .72 | .59 | -.14 | .32 | .57 | .04 |
| Mean | 15 | 16 | 30 | 30 | 39 | 26 | 23 |
| SD | 11 | 13 | 10 | 10 | 10 | 13 | 9 |

| | Senior C.P.A. | Accountant | Office Worker | Purchasing Agent | Banker | Pharmacist | Funeral Director |
|---|---|---|---|---|---|---|---|
| Public Speaking | -.04 | .10 | .19 | -.13 | -.14 | -.16 | .10 |
| Law / Politics | .09 | .12 | .25 | -.05 | -.11 | -.02 | .03 |
| Business Management | .28 | .49 | .61 | .32 | .21 | .18 | .40 |
| Sales | .18 | .34 | .55 | .25 | .17 | .26 | .40 |
| Merchandising | .24 | .45 | .68 | .25 | .20 | .22 | .46 |
| Office Practices | .32 | .50 | .70 | .23 | .29 | .35 | .34 |
| Military Activities | .14 | .14 | .18 | .18 | .21 | .05 | .16 |
| Technical Supervision | .27 | .43 | .42 | .29 | .20 | .09 | .20 |
| Mathematics | .52 | .36 | .06 | .13 | -.08 | .07 | -.31 |
| Science | .11 | -.03 | -.14 | -.16 | -.40 | .14 | -.44 |
| Mechanical | .11 | .13 | -.03 | -.02 | -.19 | -.02 | -.29 |
| Nature | -.30 | -.21 | -.22 | -.38 | -.26 | -.09 | -.14 |
| Agriculture | -.25 | -.20 | -.15 | -.26 | -.14 | -.07 | -.07 |
| Adventure | .07 | -.04 | .04 | -.02 | -.15 | .11 | -.01 |
| Recreational Leadership | .00 | -.06 | .11 | -.07 | -.06 | .16 | -.03 |
| Medical Service | -.18 | -.22 | .06 | -.29 | -.27 | .33 | .01 |
| Social Service | -.31 | -.17 | .05 | -.46 | -.26 | -.20 | .05 |
| Religious Activities | -.20 | -.12 | .01 | -.29 | -.06 | -.07 | .09 |
| Teaching | -.27 | -.22 | -.03 | -.41 | -.31 | -.20 | -.10 |
| Music | -.34 | -.20 | -.09 | -.47 | -.29 | -.31 | -.06 |
| Art | -.40 | -.18 | -.11 | -.53 | -.44 | -.43 | -.12 |
| Writing | -.30 | -.10 | .02 | -.57 | -.41 | -.54 | -.18 |
| Mean | 26 | 21 | 27 | 29 | 23 | 31 | 29 |
| SD | 12 | 11 | 11 | 10 | 9 | 10 | 8 |

| | Sales Manager | Real Estate Salesman | Life Insurance Salesman | Advertising Man | Lawyer | Author/Journalist | President- Mfg. |
|---|---|---|---|---|---|---|---|
| Public Speaking | .35 | .20 | .37 | .05 | .09 | -.24 | -.06 |
| Law / Politics | .35 | .24 | .35 | .03 | .18 | -.19 | -.06 |
| Business Management | .47 | .24 | .32 | -.15 | -.32 | -.60 | .16 |
| Sales | .56 | .34 | .43 | -.05 | -.27 | -.52 | .24 |
| Merchandising | .49 | .27 | .34 | -.07 | -.37 | -.56 | .18 |
| Office Practices | .22 | .05 | .12 | -.37 | -.47 | -.66 | .01 |
| Military Activities | .16 | .16 | .14 | -.06 | -.06 | -.16 | -.10 |
| Technical Supervision | .27 | .11 | .08 | -.24 | -.35 | -.49 | .22 |
| Mathematics | -.16 | -.33 | -.38 | -.46 | -.23 | -.36 | -.04 |
| Science | -.40 | -.65 | -.55 | -.58 | -.30 | -.38 | -.29 |
| Mechanical | -.40 | -.54 | -.64 | -.72 | -.68 | -.60 | -.20 |
| Nature | -.40 | -.39 | -.31 | -.38 | -.35 | -.26 | -.33 |
| Agriculture | -.25 | -.19 | -.19 | -.34 | -.30 | -.27 | -.23 |
| Adventure | -.03 | -.12 | -.09 | -.28 | -.24 | -.23 | -.26 |
| Recreational Leadership | -.06 | .00 | .07 | -.31 | -.14 | -.32 | -.33 |
| Medical Service | -.19 | -.33 | -.09 | -.36 | -.26 | -.37 | -.46 |
| Social Service | -.04 | -.03 | .24 | -.12 | -.02 | -.23 | -.37 |
| Religious Activities | -.18 | -.19 | .00 | -.28 | -.18 | -.28 | -.40 |
| Teaching | -.21 | -.20 | .04 | -.23 | -.16 | -.31 | -.49 |
| Music | -.17 | -.27 | .03 | .06 | .02 | .06 | -.29 |
| Art | -.14 | -.28 | -.02 | .11 | -.16 | .03 | -.23 |
| Writing | .03 | -.03 | .20 | .25 | .14 | .12 | -.21 |
| Mean | 25 | 34 | 14 28 | 29 | 30 | 32 | 20 |
| SD | 10 | 8 | 10 | 10 | 9 | 9 | 10 |

| | Credit Manager | Chamber of Commerce Executive | Physical Therapist | Computer Programmer | Business Education Teacher | Community Recreation Administrator |
|---|---|---|---|---|---|---|
| Public Speaking | .63 | .75 | .25 | -.12 | .48 | .75 |
| Law / Politics | .54 | .66 | .18 | -.03 | .42 | .59 |
| Business Management | .83 | .67 | .23 | -.06 | .81 | .61 |
| Sales | .78 | .66 | .23 | -.05 | .76 | .57 |
| Merchandising | .83 | .67 | .24 | -.10 | .85 | .58 |
| Office Practices | .67 | .38 | .32 | -.02 | .74 | .37 |
| Military Activities | .20 | .18 | .20 | -.13 | .20 | .21 |
| Technical Supervision | .50 | .36 | .10 | -.06 | .56 | .33 |
| Mathematics | .04 | -.22 | .04 | .63 | -.14 | -.16 |
| Science | -.05 | -.27 | .38 | .60 | -.24 | -.11 |
| Mechanical | .06 | .25 | .46 | .51 | .05 | .01 |
| Nature | -.02 | -.15 | .47 | -.12 | .03 | .16 |
| Agriculture | .02 | -.08 | .45 | -.12 | .09 | .25 |
| Adventure | .17 | .09 | .44 | .28 | .08 | .19 |
| Recreational Leadership | .26 | .16 | .60 | .09 | .14 | .46 |
| Medical Service | .22 | .12 | .67 | -.07 | .19 | .29 |
| Social Service | .39 | .45 | .47 | -.24 | .41 | .61 |
| Religious Activities | .23 | .13 | .50 | -.22 | .22 | .35 |
| Teaching | .28 | .29 | .43 | -.17 | .42 | .50 |
| Music | .02 | .16 | .13 | -.22 | .09 | .14 |
| Art | .08 | .21 | .17 | -.25 | .15 | .23 |
| Writing | .28 | .52 | .16 | -.18 | .24 | .46 |
| Mean | 28 | 32 | 37 | 35 | 29 | 27 |
| SD | 12 | 11 | 13 | 12 | 12 | 14 |

| | AACH | AR | DIV | MFII | MO | OIE | OI |
|---|---|---|---|---|---|---|---|
| Public Speaking | .17 | .12 | .49 | -.04 | .43 | -.79 | .41 |
| Law / Politics | .18 | -.03 | .38 | .17 | .41 | -.62 | .41 |
| Business Management | -.12 | .03 | .48 | .04 | .39 | -.56 | .16 |
| Sales | -.18 | -.08 | .46 | .01 | .29 | -.57 | .14 |
| Merchandising | -.17 | .02 | .51 | -.10 | .31 | -.55 | .11 |
| Office Practices | -.09 | .02 | .47 | .10 | -.04 | -.28 | -.14 |
| Military Activities | -.06 | -.03 | .17 | .10 | .18 | -.10 | -.07 |
| Technical Supervision | -.23 | .01 | .26 | .10 | .22 | -.23 | .00 |
| Mathematics | .34 | -.05 | .03 | .22 | .11 | .08 | .08 |
| Science | .50 | .19 | .16 | .17 | .02 | .02 | -.01 |
| Mechanical | -.02 | .23 | .25 | .09 | -.02 | .03 | -.30 |
| Nature | .12 | .57 | .30 | -.27 | -.10 | -.08 | -.20 |
| Agriculture | -.13 | .30 | .26 | -.07 | -.07 | -.09 | -.24 |
| Adventure | -.05 | -.22 | .25 | -.19 | .13 | -.08 | -.18 |
| Recreational Leader. | -.04 | -.14 | .32 | -.29 | -.04 | -.27 | -.13 |
| Medical Service | -.46 | .28 | .50 | -.01 | .01 | -.31 | -.02 |
| Social Service | .22 | .23 | .63 | -.24 | .09 | -.61 | .06 |
| Religious Activities | .22 | .39 | .43 | -.27 | -.17 | -.33 | -.11 |
| Teaching | .32 | .40 | .54 | -.25 | .00 | -.45 | .07 |
| Music | .42 | .34 | .28 | -.73 | -.07 | -.27 | .13 |
| Art | .30 | .36 | .39 | -.79 | .08 | -.35 | .03 |
| Writing | .35 | .22 | .43 | -.60 | .17 | -.57 | .23 |
| Mean | 46 | 37 | 53 | 56 | 35 | 50 | 54 |
| SD | 11 | 10 | 10 | 11 | 10 | 12 | 7 |

| | SL | UNP | LP | IP | DP | AGE |
|---|---|---|---|---|---|---|
| Public Speaking | .36 | .30 | .53 | .06 | -.46 | .19 |
| Law / Politics | .25 | .29 | .46 | .02 | -.37 | .17 |
| Business Management | .13 | .34 | .44 | .29 | -.58 | .19 |
| Sales | .13 | .19 | .47 | .28 | -.59 | .10 |
| Merchandising | .10 | .29 | .52 | .27 | -.63 | .16 |
| Office Practices | -.06 | .25 | .45 | .37 | -.66 | .05 |
| Military Activities | -.19 | .18 | .16 | .01 | -.14 | .12 |
| Technical Supervision | -.02 | .22 | .35 | .22 | -.46 | -.03 |
| Mathematics | -.04 | .09 | .04 | .10 | -.11 | -.11 |
| Science | .15 | .11 | .24 | .19 | -.35 | -.07 |
| Mechanical | .02 | .08 | .35 | .16 | -.41 | -.13 |
| Nature | .04 | .09 | .33 | .13 | -.36 | .15 |
| Agriculture | -.19 | .10 | .32 | .07 | -.31 | .07 |
| Adventure | -.10 | .05 | .27 | .06 | -.26 | -.09 |
| Recreational Leader. | -.29 | .20 | .35 | .11 | -.36 | -.01 |
| Medical Service | .03 | .30 | .43 | .20 | -.50 | .15 |
| Social Service | .22 | .40 | .44 | .08 | -.41 | .15 |
| Religious Activities | .01 | .22 | .34 | .14 | -.38 | .17 |
| Teaching | .31 | .25 | .45 | .10 | -.43 | .28 |
| Music | .37 | .09 | .29 | .02 | -.24 | .19 |
| Art | .50 | .14 | .36 | .09 | -.36 | .14 |
| Writing | .51 | .16 | .53 | -.02 | -.39 | .15 |
| Mean | 38 | 7 | 28 | 36 | 36 | 21 |
| SD | 9 | 2 | 13 | 14 | 17 | 3 |

[a]The three highest r's between the basic scales and each occupational and nonoccupational scale are underlined.



$r = .21$ ; $p < .01$. $r = .16$; $p < .05$.